



# Consultative Questions: Dealing With Objections

## OVERVIEW

Questions are a powerful tool that allows you to gain insight to the client's situation, problem and potential cures. In order to sell strategically and consultatively, you must become accustomed to asking well phrased, thought penetrating questions. More importantly, you must prepare questions in advance of the meeting.

Studies have shown that a well-phrased question will get the client to think about what you are saying and their situation better than your making a statement. The question forces the client to think and gains their attention. The well-phrased question cuts through all the clutter that is swirling around in their head. Questions also get the client to tell you their biases, preferences and even things they may not be consciously aware of. The question is part of an overall strategy that helps you change the game without the competition even being aware that the game changed. In addition, by asking great questions, the client cannot help but think of you differently, someone who is more consultative, and more experienced.

Every sales person, consultant, advisor, sales support person and executive should have a set of questions that are to be asked in various client situations. No one question or set of questions fits all situations. The questions that follow will stimulate your thinking and help you design your own questions for the client and specific the sales situation.

## QUESTION TYPE: DEALING WITH OBJECTIONS THROUGH QUESTIONS

In selling any solution you will inevitably meet objections. Typically, objections are a sign of interest, but not always. Objections can be a sign that you have not provided enough information to the buyer or the buyer is misinformed.

By asking questions and not being defensive when the client states an objection, you can get the underlying reasons for the objection. Once you get the underlying reasons, you usually



have more options and alternatives in which you can use to address the issue. Here are some of the better questions that allow you to find out why the client feels a certain way or what the underlying reasons of the objection are so you can deal with it more effectively.

These questions can be used by external and internal account managers, consultants or other professionals on the organization as a whole or within subdivisions and business units.

1. What is causing you to feel this way?
2. What is behind this issue?
3. I hear what you are saying. Is there something I can tell you to provide you with more information on this topic that will alleviate your concerns?
4. If we resolve this concern, can we move forward on this project?
5. Are there any other concerns that we need to address as well?
6. There are several ways for us to address this concern, how would it be best to do so in your mind?
7. Would you prefer us to deliver a proposal on this matter of how we can address this?
8. What would make you pleased or satisfied?
9. How can we best address this?
10. If we can deliver the results, is this issue that important?

By asking these questions you are able to determine how important the objection is and allow you to find out how best to address the issues. Also you smoke out other issues and objections and get more definition around the issue before addressing it.

